

**ABSTRACT OF THE DISCLOSURE**

An advertising or promotional brochure is disclosed that is to be mailed in conjunction with a magazine or periodical. The brochure may include high-quality, glossy photographs, and be  
5 personalized with text and/or images that relate specifically to the magazine subscriber. Different versions of the brochure may be targeted to and mailed to different groups of subscribers. In addition, the brochure may include coupons for sales discounts, bank promotional checks, and other promotions that may be redeemed by  
10 the magazine subscriber. The brochure may be embodied as a multi-page pamphlet and may have an appearance and cover similar to the magazine to which it is attached.